MMIT

Playbook: Field Sales Territory Mapping

Why it matters to you

Achieving favorable market access, whether through contracting or payer reimbursement methodologies, only gets you so far. The mapping and deployment of your field sales team is a critical exercise and should be based on data-driven enrollment data to ensure your resources are optimized and your ability to seize available scripts is streamlined.

LOOK INSIDE TO SEE HOW TO MAP FIELD SALES TEAM

5 ways to define field sales territory mapping

DO Analyze enrollment data by plan at the regional or zip code level

HOW TO

STEP 1: Outline each geographic region that could be considered in your opportunity planning

STEP 2: Based on historical class trends and current competitive positioning, segment payers by channel and prioritize accordingly

STEP 3: Map in current enrollment data by channel and region to understand where the largest lives opportunity exists by payer-controller

STEP 4: Layer in current access positioning by identifying where you're product is advantaged or disadvantaged, as compared to top competitors

STEP 5: Review your human sales team budget to understand how many bodies are available for placement

STEP 6: Prioritize geographic territories that require manpower and high-value areas that require the most amount of sales resources by potential patients

DO Create a framework to understand where bodies are needed to overcome access

HOW TO

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STEP 2: Map in current enrollment data by channel and region to understand where the largest lives opportunity exists by payer-controller

STEP 3: Layer in current access positioning by identifying where you're product is advantaged or disadvantaged, as compared to top competitors

STEP 4: Identify all disadvantages situations and segment by reason for unfavorable access

STEP 5: Prioritize situations that are winnable with the right resources and messaging

STEP 6: Allocate the appropriate amount of sales resources to disadvantaged situations that require additional HCP conversations and storytelling

5 ways to define field sales territory mapping

DO **Create a checklist for talent required across each geographic access situation**

HOW TO

STEP 1: Outline each geographic region that could be considered in your opportunity planning

STEP 2: Segment geographic regions into categories based on level of objections/challenges that you've seen when engagement prescribers

STEP 3: Organize those list of common objections and/or challenges in market access, as compared to competitors

STEP 4: Map skills required to address these objections into categories (i.e. clinical understanding, previously employed in payer industry or specific disease landscape experience)

STEP 5: Based on this correlation of skills and common challenges, develop a list of talent required to handle each coverage situation across geographies.

AVOID **Automatically assume that all major territories need a standard number of reps**

AVOID **Maintain the same resources in a territory, without regular evaluations**

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ABOUT MMIT

MMIT is a product, solutions and advisory company that brings transparency to pharmacy and medical benefit information. MMIT partners with PBMs, payers and pharmaceutical manufacturers from P&T to point of care. We analyze market access trends and market readiness issues, while providing brand and market access solutions to navigate today's rapidly changing healthcare market.

Our team of experts focuses on pharmaceuticals, business drivers, market intelligence and promotional behavior. Our products and services support brands approaching launch, commercialization efforts, pre P&T market planning, launch strategy and readiness. We partner with hundreds of payers and manufacturers ensuring that our products continually capture and analyze formulary coverage and restriction criteria for more than 98% of all covered lives.